

The high-fashion of
Sheaffer's Stylist line
offers an exciting choice
of fine writing instruments.

Stylist™ '707'

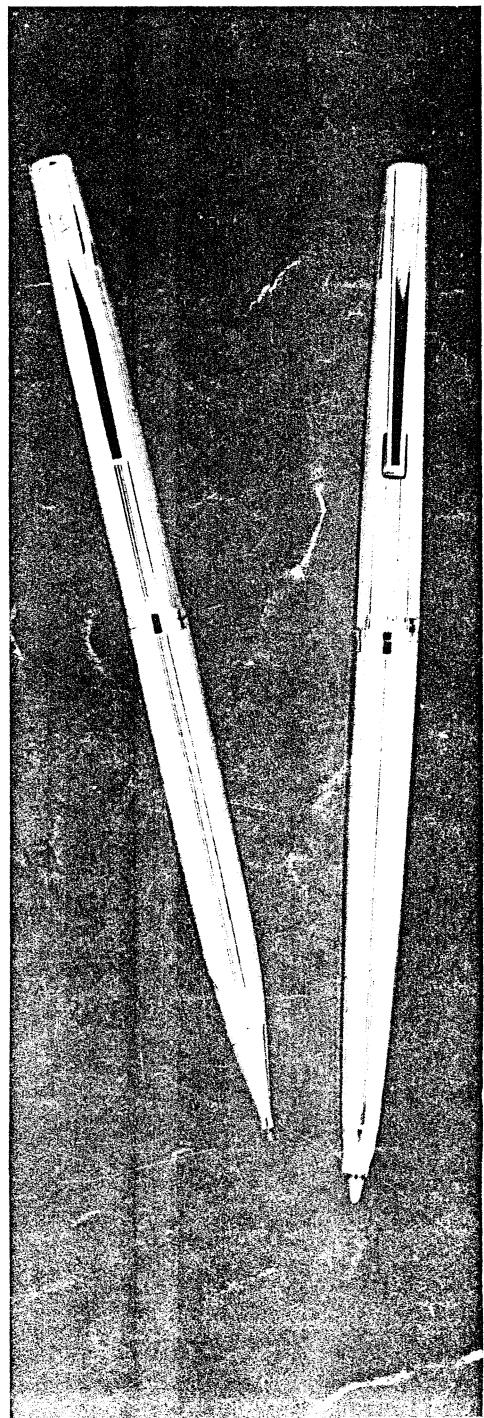
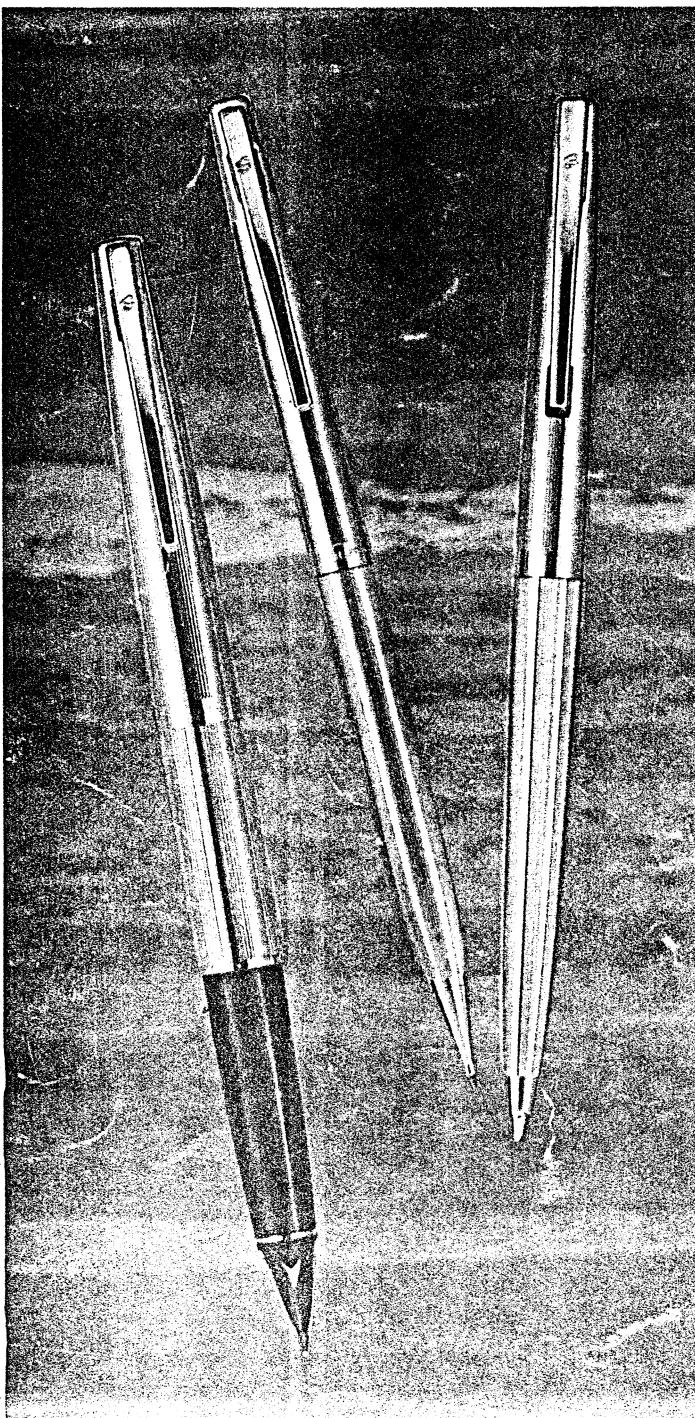
A rich chased gold electroplate—
each instrument has a personalized
engraving area.
Handsome gift boxed.
Pen, \$10.00. Pencil, \$7.50. Ballpoint, \$7.50.

Stylist™ '506'

Ballpoint and pencil in gleaming
chased chrome with personalized area
for engraving. And gift boxed.
Ballpoint, \$5.00. Pencil, \$5.00.



Stylist Writing Instruments Desk Sets



'404' FEATURES

"Glideriter": Skrip® ink glides on smoothly, boldly, adds new importance to writing. Interchangeable, replaceable Fluorocarbon tips and Skrip® cartridges.

Ballpoint: Patented 'Safeguard'® clip retracts and extends point. Fine or medium stainless steel refill.

Push Button Fill Pen: Newly styled dual point, lossproof clip. Seven point gradations. May be quickly and easily converted to cartridge filling.

Precision Pencil: With extra large lead storage and handy, extendible eraser.

Sheaffer Stylist™ '404'C

Attractive, rich-looking brushed chrome, set off with slender gold-tone clips. Beautifully gift boxed.

"Glideriter", \$3.95. Ballpoint, \$5.00.

Push Button Fill Pen, \$5.00.

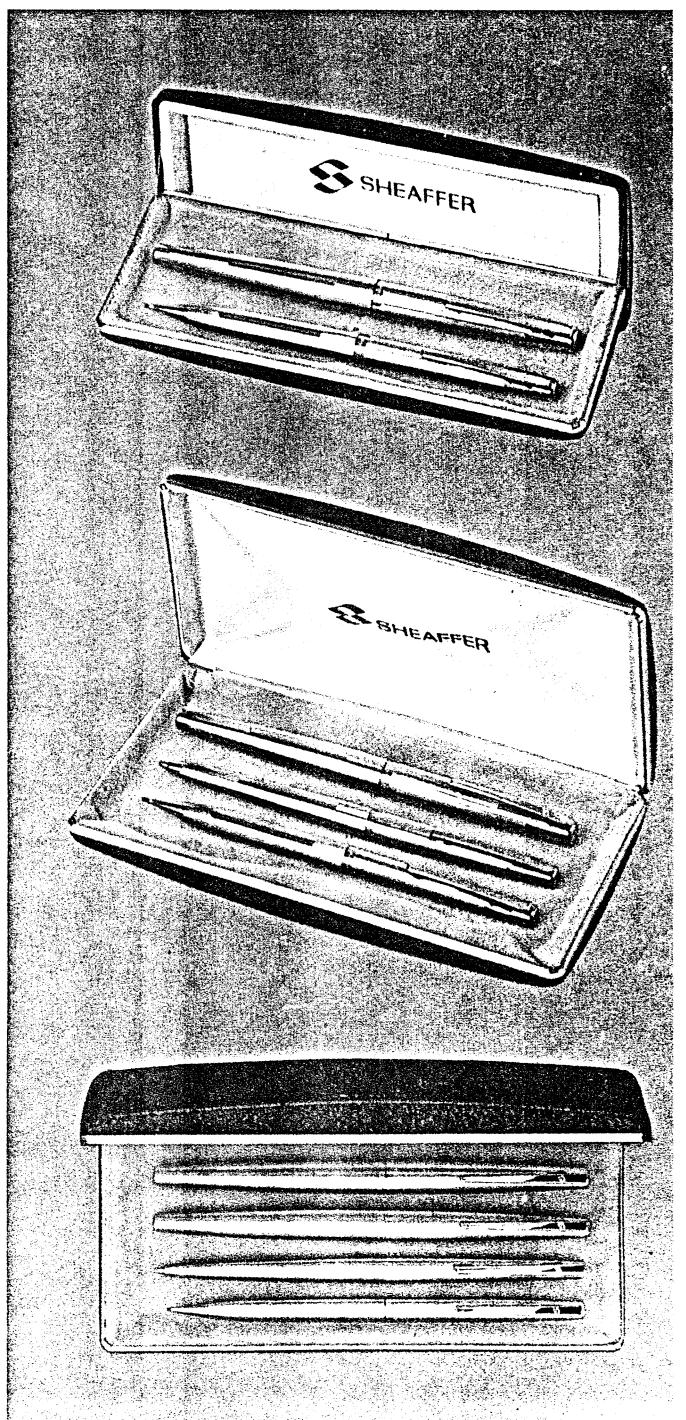
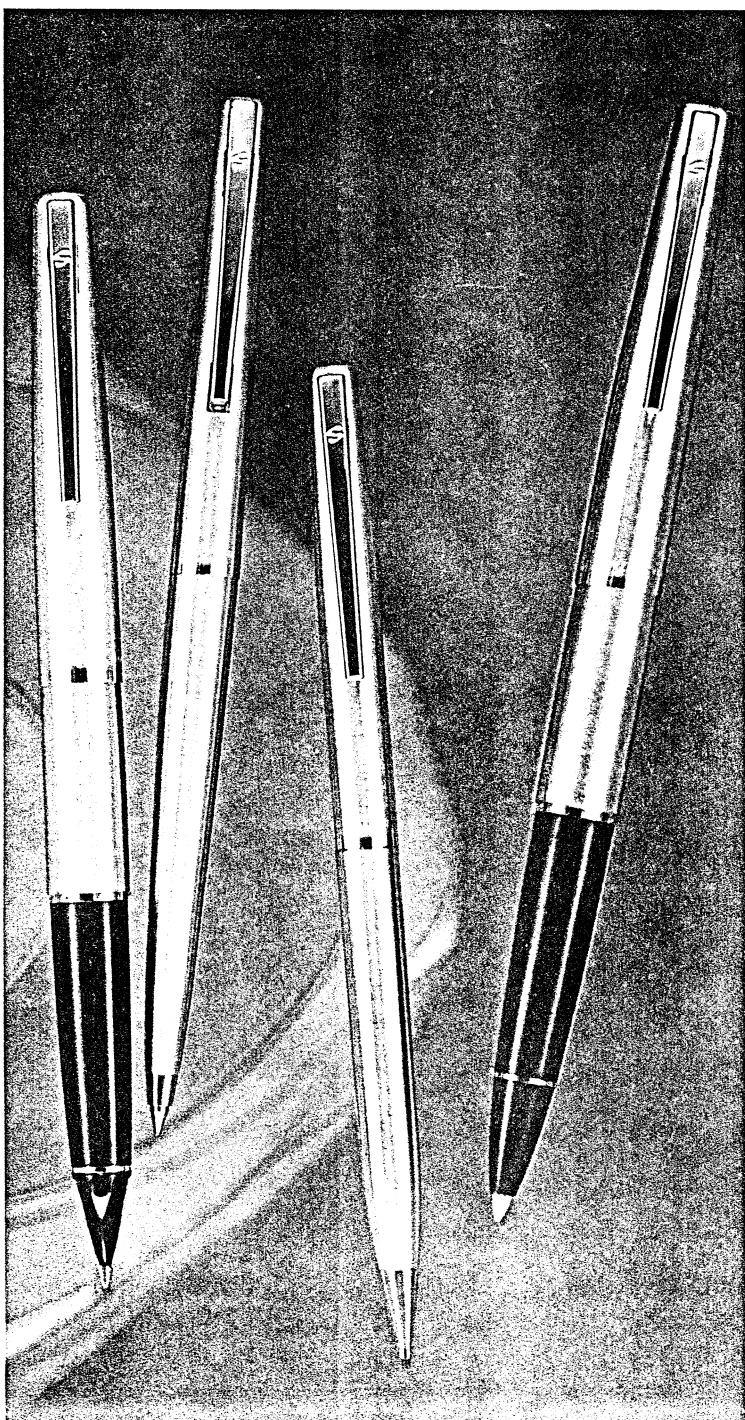
Pencil, \$5.00. Foursome, \$18.95.

The distinctive packaging of Sheaffer gifts complements the high quality of the writing instruments within. In the handsome boxes displayed below are the:

"Stylist" '707' Twosome

"Stylist" '707' Threesome

"Stylist" '404'C Foursome



Attractive new counter displays
are economical of counter space,
yet present prestige background
for prestige merchandise.

R-296G

Prepacked with 12 Stylist '404' "Glideriters"
7 $\frac{1}{4}$ " high, 15 $\frac{3}{4}$ " wide, 10 $\frac{1}{8}$ " deep.
List Price \$47.40

R-296L

Prepacked with an assortment of
Stylist '404' cartridge pens, ballpoints,
pencils, and "Glideriters".
7 $\frac{1}{4}$ " high, 15 $\frac{3}{4}$ " wide, 10 $\frac{1}{8}$ " deep.
List Price \$74.50

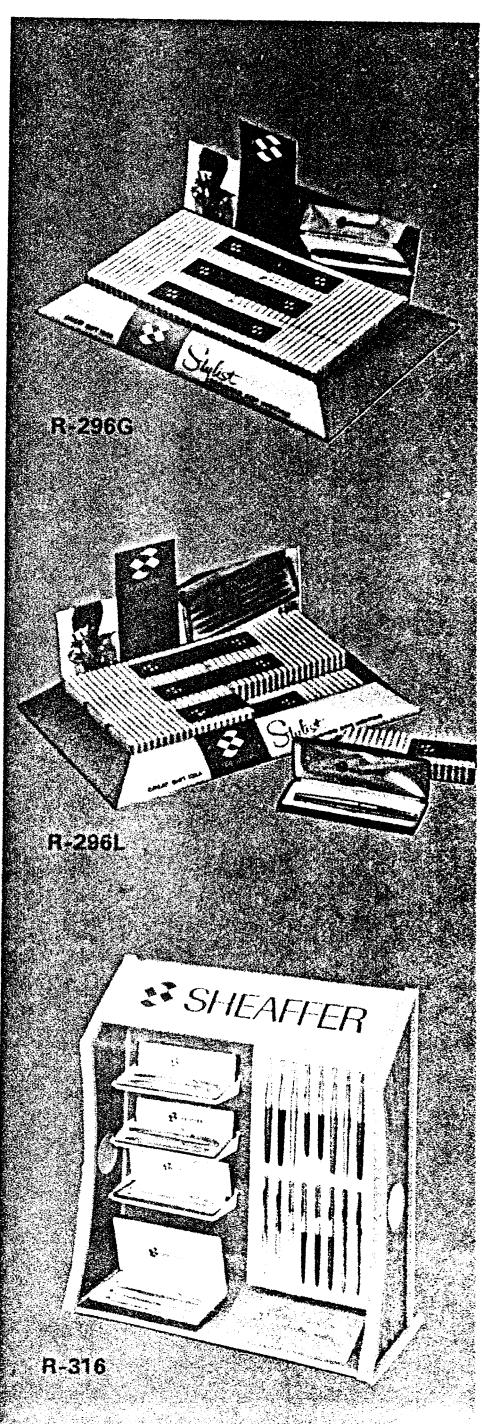
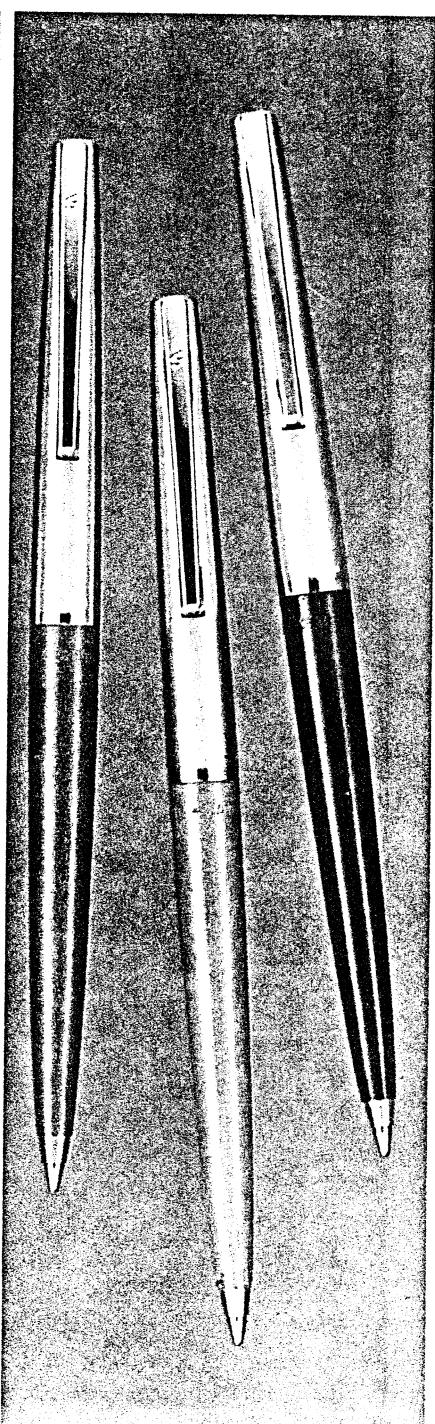
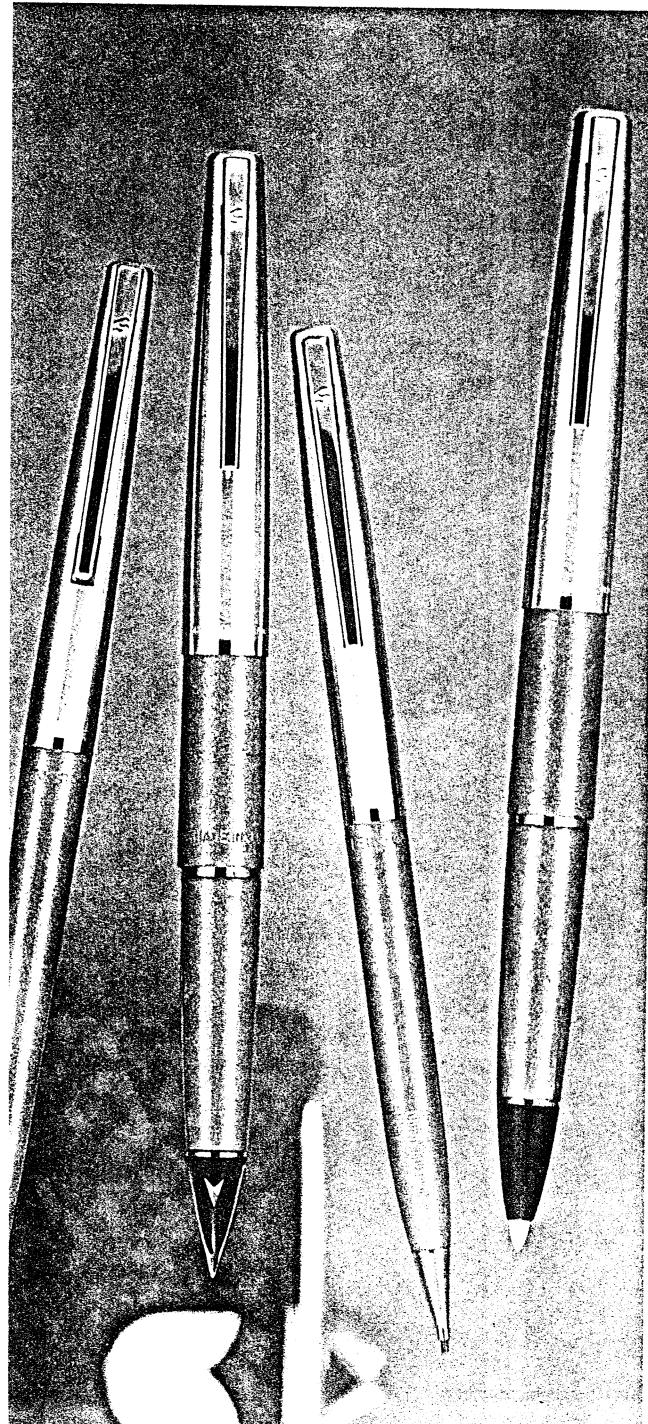
R-316

It's packed with assortment 129
18" high, 17 $\frac{1}{4}$ " wide, 8 $\frac{1}{4}$ " deep.
List Price \$129.10

Sheaffer Stylist™ '404'P

Brushed chrome cap with gold clip and
Metallic/Gray, Metallic Blue or Black
barrels as illustrated at right.

Ballpoint, \$3.95. Cartridge Pen, \$5.00.
Pencil, \$3.95. "Glideriter", \$3.95.



Sheaffer Desk Sets . . .

a distinctive gift for every important occasion.

JO8 DESK SET

Jet crystal base, 3½" x 5";
nameplate; black White Dot ballpoint.
Attractively packaged.
\$25.00

MO6 DESK SET

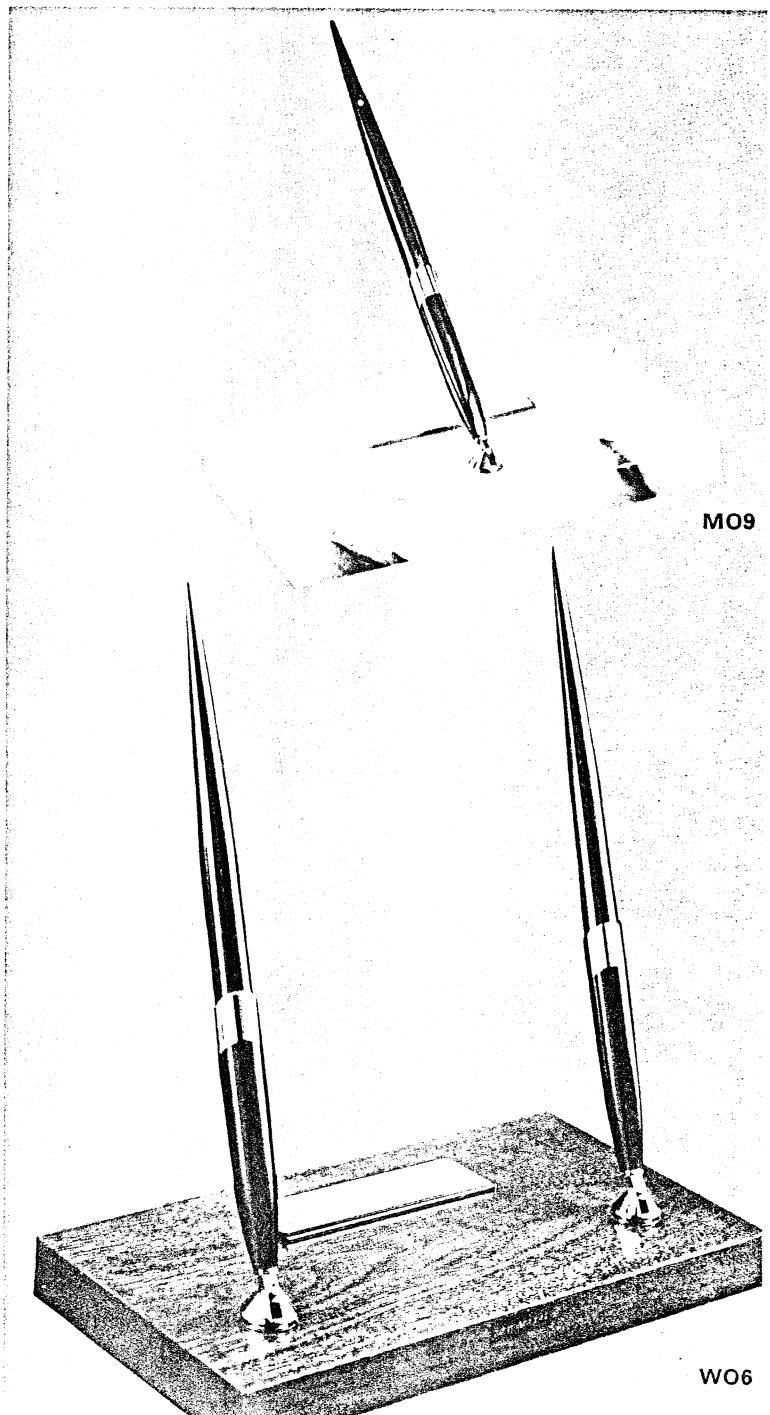
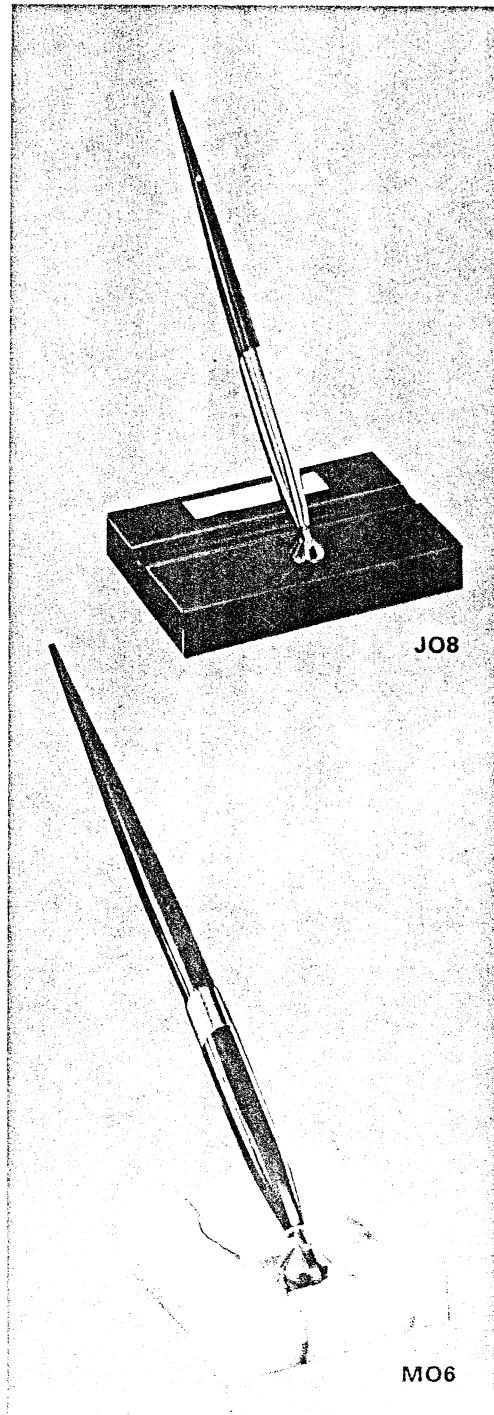
Mexican onyx base, 2¾" x 3¼";
brown cartridge pen.
Attractively packaged.
\$17.50

MO9 DESK SET

Mexican onyx base, 4" x 7½";
nameplate; brown White Dot ballpoint.
Attractively packaged.
\$25.00

WO6 DESK SET

Rubbed walnut base, 4" x 7½";
nameplate; two brown cartridge pens.
Attractively packaged.
\$25.00



W05 DESK SET

Rubbed walnut base, 3½" x 5";
nameplate; brown cartridge pen.
Attractively packaged.

\$12.50



Sheaffer Desk Sets

The finest gift . . . The highest compliment

G10 DESK SET

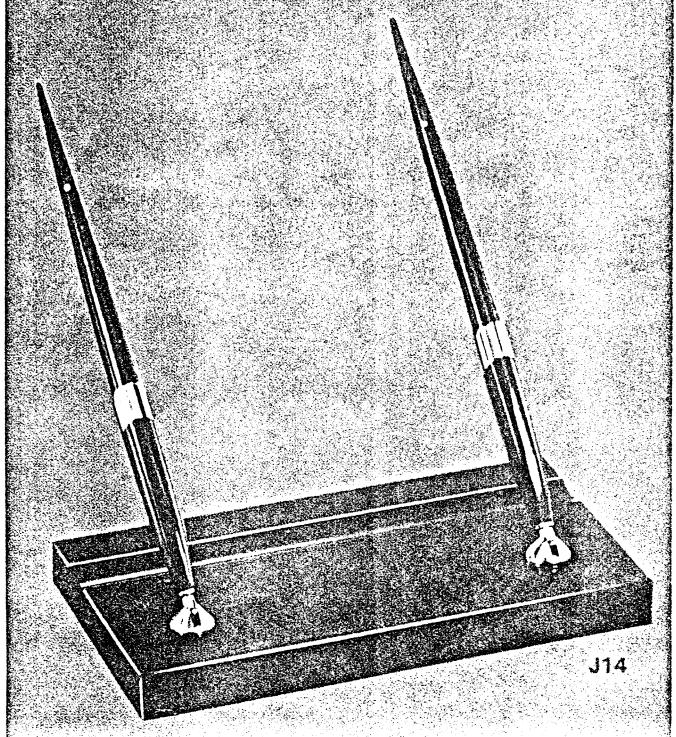
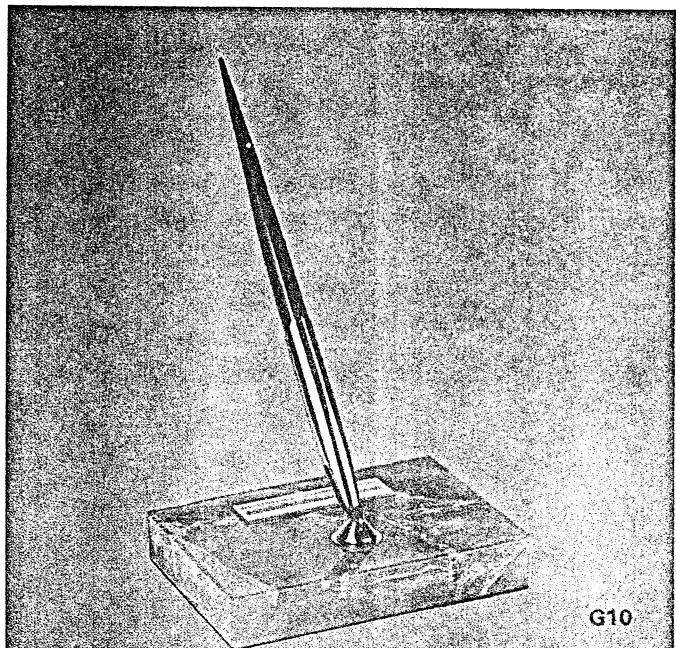
Brazilian onyx base, 3½" x 5";
nameplate; black White Dot ballpoint.
Attractively packaged.

\$32.50

J14 DESK SET

Jet crystal base, 4" x 7½";
one black White Dot cartridge pen,
one black White Dot ballpoint.
Attractively packaged.

\$45.00



M14 DESK SET

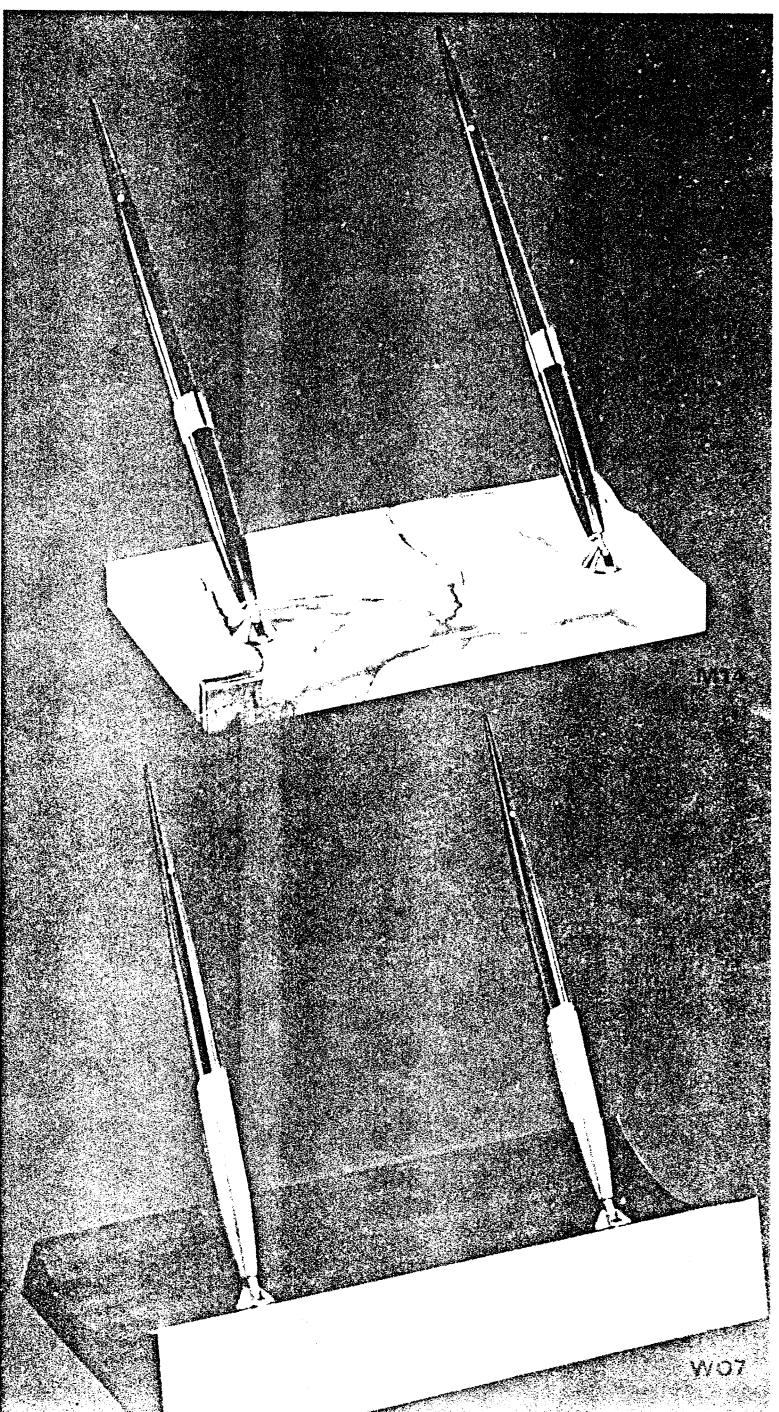
Mexican onyx base, 4" x 7½";
one brown White Dot cartridge pen,
one brown White Dot ballpoint.
Attractively packaged.

\$40.00

W07 DESK SET

Gracefully modern shape.
A fine rubbed walnut base
with a flair of brushed satin trim
and chrome pen sockets; 5" x 10".
Two brown White Dot cartridge pens.
Attractively packaged.

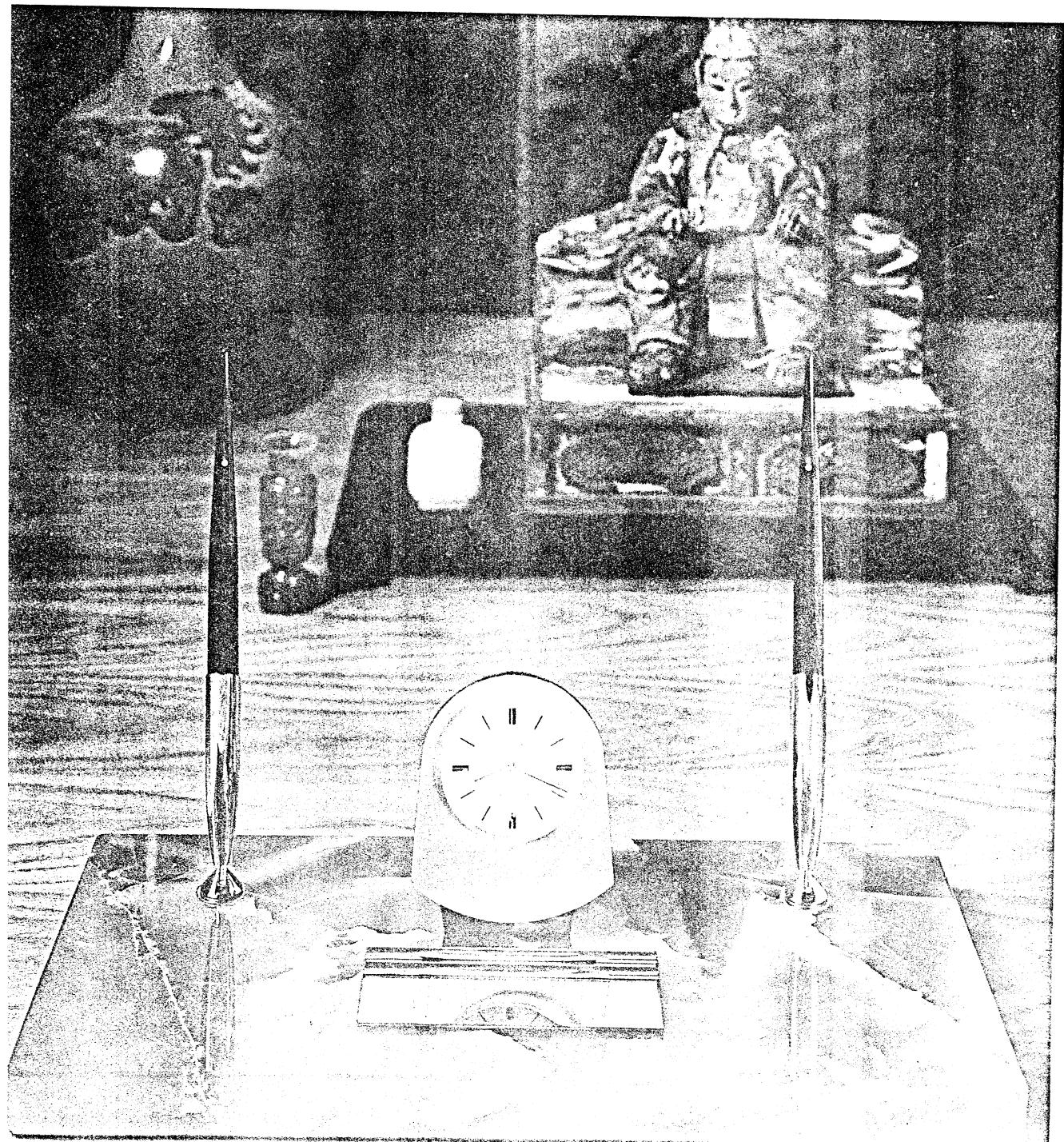
\$50.00



G30 DESK SET

Brazilian onyx base, 6½" x 13";
new battery powered clock; nameplate;
two black Imperial White Dot desk pens.
Jewel gift case.

\$140.00



Sheaffer Economy Desk Sets

D295

Gleaming black plastic base.
Chrome banded black ballpoint
with "B" refill unit.

\$2.95

With chain. **\$3.95**

For Stick-tite base, add 50c

802H

Molded jet crystal base.
Black cartridge pen,
chrome trim and socket.

\$8.75



501H (Illustrated)

Molded jet crystal base,
"Tip-Dip" desk pen.

\$6.00

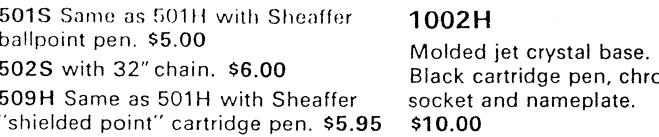
502H with 32" chain. **\$6.95**

503H with nameplate—
No chain. **\$6.95**

501S Same as 501H with Sheaffer
ballpoint pen. **\$5.00**

502S with 32" chain. **\$6.00**

509H Same as 501H with Sheaffer
"shielded point" cartridge pen. **\$5.95**



Molded jet crystal base.

Black cartridge pen, chrome trim,
socket and nameplate.

\$10.00

